

Listen NAVILUTION PA Delivery

Train tours delight customers and inspire employees with premium passenger experiences in collaboration with Listen Technologies that bridge the consistency gap.



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To me, narration is a very important component that attractions like us often undervalue. Every time our trains depart, we have one chance to deliver information that either makes or breaks our patrons' experience and perception of us. By controlling our message and sharing the information we want to share, we ensure that the quality of experience is always great.”

**Josh Miller, North Shore Scenic Railroad's
Station Manager**

North Shore Scenic Railroad is a non-profit organization located in the tourist town of Duluth, Minnesota. The group operates tour excursions along Lake Superior with historic railroad equipment on a 28-mile track between Duluth and Two Harbors.

North Shore Scenic Railroad is a sightseeing company focused on providing rail services on the historic Lakefront Line, a 28-mile stretch between Duluth and Two Harbors, Minnesota. The organization offers passengers engaging commentary interpretation in several historic coaches as well as spectacular views and first-class service aboard the Northern Pacific Dome Car.

The non-profit organization wanted to improve the delivery of its tours while supporting relationship with its passionate tour guides. For almost 30 years, North Shore Scenic Railroad guides have narrated their tours and still had the original scripts. Tour guides ranged from high school students to Duluth historians who sometimes added their own personal touches to tours.

North Shore Scenic Railroad

While passengers appreciated the personal input, the lack of tour consistency was a barrier to growth. The organization needed to standardize the passenger experience by investing in premium tours—but not at the expense of its volunteers. The answer was a blend of pre-recorded commentary that allowed for the personal touch of a guide.

By revamping its tours, North Shore Scenic Railroad created a perfect balance between the delivery of five-star professional narration and personable tour ambassadors. The investment in consistency has led to higher passenger satisfaction ratings and repeatable, high-quality tours.



“On our daily train excursions, we want to provide the exact same experience as the people did yesterday and for the people that come tomorrow. It’s not a unique concept – Disney does it, even McDonalds does it. The sky is the limit considering how far we can take this.”

Josh Miller, North Shore Scenic Railroad's Station Manager

PROBLEM

Among North Shore Scenic Railroad excursions, there was little tour consistency in the passenger experience. Narration, provided by volunteer guides, varied based on their life experience, knowledge, and subject matter expertise. Although tours were pre-scripted, tour guides often added their own colourful commentary, making it a challenge to provide passengers with the same engaging, high quality tours on every excursion.

The company needed a solution to standardize its tours while providing a superior level of passenger engagement. The answer: leverage the Listen Technologies GPS commentary solution to produce entertaining tours that incorporated layers of local voices sharing stories about key points of interest along routes.

SOLUTION

North Shore Scenic Railroad evaluated the market for a GPS commentary solution that would fit its needs and budget. Selecting Listen Technologies as its vendor of choice, the organization redesigned its sightseeing tour to include celebrity talent and authentic commentators as a key part of the experience. Included in the tour is the mayor of Duluth sharing a story with guests about one of the city's most popular tourist destinations, the historic Glensheen Mansion. The tour also features the settlers of a fishing village retelling their history as the train goes by.

North Shore Scenic Railroad



RESULT

By leveraging GPS commentary solutions to reduce consistency issues, Listen Technologies helped North Shore Scenic Railroad meet its goal of delivering reliable, passenger- friendly experiences that are repeatable and scalable. The organization plans on creating new tour experiences with layers of celebrity and home-grown talent to provide passengers with engaging and entertaining tours for years to come. By controlling the message, North Shore Scenic Railroad is delivering on its promise of fully narrated tours where “history comes alive,” building trust with unrelenting brand consistency.

Business Results

- Brand Consistency
- Tour Consistency
- Better Passenger Experiences

Want to find out more about Collaborative Multi-language Tour Strategy in your destination? Listen Technologies can help.

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